

MIDLAND NAMED A BRONZE LEVEL BICYCLE FRIENDLY COMMUNITY BY THE LEAGUE OF AMERICAN BICYCLISTS

October 23, 2012 – On October 18, the League of American Bicyclists announced the latest round of Bicycle Friendly Communities (BFC) across the nation, and Midland has been named a Bronze level BFC.

“We are excited that Midland recognizes that simple steps to make biking safe and comfortable pay huge dividends in civic, community, and economic development,” said League President Andy Clarke. “Bicycling is more than a practical, cost-effective solution to many municipal challenges – it’s a way to make Midland a place where people live, work, and thrive.”

The BFC program is revolutionizing the way communities evaluate their quality of life, sustainability, and transportation networks, while allowing them to benchmark their progress toward improving their bicycle-friendliness. With this impressive round, there are now 242 BFCs in 47 states across America. The Bronze level BFC award recognizes Midland’s commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure and pro-bicycling policies.

“With the recent approval of the Sugnet/Eastlawn bike lanes, we now have a great network of signed bike routes that help citizens get more safely to their favorite destinations in a healthy and environmentally friendly way,” said Dave Waite, chairperson of Midland’s Non-Motorized Transportation Committee. “The great turnout for recent bicycling events and the increase in riders noted in our bi-annual counts shows tremendous and growing support from Midlanders who want to ride and stay healthy. The BFC Bronze award reflects these achievements.”

Additional educational programs and events will be planned in 2013 to encourage more people to get out and “Bike/Walk Midland.” For information on Midland efforts to provide education and promote bicycling and other non-motorized transportation options, visit www.midland-mi.org.

To learn more about building a Bicycle Friendly America, or to apply for the free BFC program, visit www.bikeleague.org/community. For more information on the League of American Bicyclists or to support the League, visit www.bikeleague.org.